GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2019
ANSWERED ON:01.12.2000
COMPETITION DUE TO DTH
NAWAL KISHORE RAI;SUSHIL KUMAR INDORA

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the number of viewers will increase on private T.V. Channels after opening up the DTH service by private sector;

(b) if so, the estimated number of viewers of Doordarshan vis-Ã -vis the private channels; and

(c) whether the widespread improvement is needed in Doordarshan to suit taste of viewers in order to remain in competition; and

(d) if so, the reaction of the Government thereto?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) & (b): Worldwide experience is that DTH system generallytargets niche audiences. Moreover, Doordarshan channels will also be available through DTH platform.

(c): Doordarshan continuously endeavours to make its programme more attractive and popular.

(d): Does not arise.